

POST-SESSION INTERNET ADVERTISING SYSTEM

ABSTRACT OF THE DISCLOSURE

5 The present invention is directed to a post-session advertising system
that may be used in media such as computers, personal digital assistants, telephones,
televisions, radios, and similar devices. In one preferred embodiment, a first display is
viewed in a first platform in the foreground of a media by a viewer. A viewer initiates
a load triggering event and in response, a post-session platform is opened to display a
10 post-session display in the background of the media. Significantly, in the preferred
embodiment, the post-session platform stays in said background until a view
triggering event occurs. The type of platform and display used will depend
significantly on the media. In one preferred embodiment of the present invention an
optional focus timer is activated by the view triggering event to allow an accurate
15 assessment of the actual time a viewer focuses on the display in the post-session
platform. In another alternate preferred embodiment of the present invention, the
number of post-session platforms is limited to, for example, one platform.

Q:\Jennifer\wpdocs\KURTPLAYSTER\0010\patent application.wpd:2/20/4:10:57